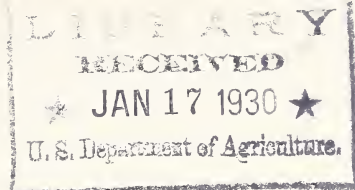


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# CHRYSANTHEMUM NOVELTIES

FOR 1930



OFFERED BY

ELMER D. SMITH & CO.

ADRIAN, MICH.



FIRST CLASS CERTIFICATES HAVE BEEN AWARDED  
TO THE FOLLOWING VARIETIES BY THE  
CHRYSANTHEMUM SOCIETY OF AMERICA:

Camilla, Dorianda, Mrs. Alex Laurie, Cordova, Faina,  
Ginza, Mintje, Sheila, Yellow Bird, Ariana, George J. Ball,  
Estrelita, LaFrance, Olivette, Pink Supreme, Imperial Gold,  
and Thanksgiving Glory.

## NEW AMERICAN CHRYSANTHEMUMS FOR 1930

Originated by Elmer D. Smith & Co.

### COMMERCIAL SECTION

Those interested in commercial varieties should not fail to avail themselves of the following sterling Novelties. They surpass existing kinds in their respective season.

**Deliveries to begin about February 15.**



**MRS. H. E. KIDDER**—An exceedingly early bright yellow. Very stiff, upright stem producing flowers seven inches in diameter. Four feet in height from June planting. Ready to cut October 15 from buds selected August 25. We especially recommend this variety to those who desire a good early yellow.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**





**CAMILLA**—A well rounded incurved white maturing October 18 from buds selected August 20. Height, five feet. Blooms six inches in diameter and four inches deep on good strong stem. We believe this variety will eventually supersede Silver Sheen. C. S. A. Certificate.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**

During the past forty years our products have been of such quality as to merit the approval of all. In 1907 we discontinued all other branches of floriculture and since have directed our entire attention to Chrysanthemums.

We grow nothing but Chrysanthemums and are the only firm in America who devote their entire effort to this class of plants.

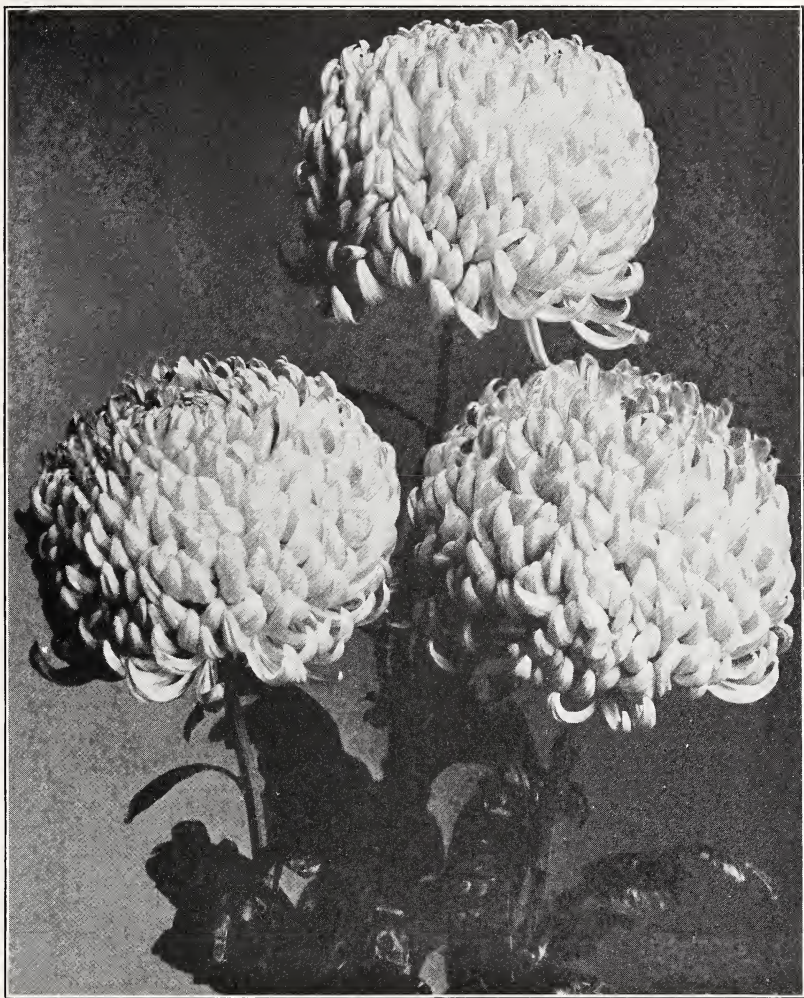




**DORIANDA**—A very early flower of Exhibition size. Color reddish bronze with golden reverse. Very much the same as Wm. H. Waite but flowers are a little more reflexed with incurved center. Buds selected August 25 and onward produce flowers from October 15 to November 1. The stem is not as strong as we would desire but owing to the early flowering date it will find brisk demand and may compete with the early shipments from California. Three feet in height with blooms seven inches in diameter. C. S. A. Certificate.

Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.

Strong, well-rooted cuttings are in reality more practical for florists and growers than potted stock. They are easily established and can be transported at less cost. We are quoting rooted cuttings throughout our catalog wherever stock is available.



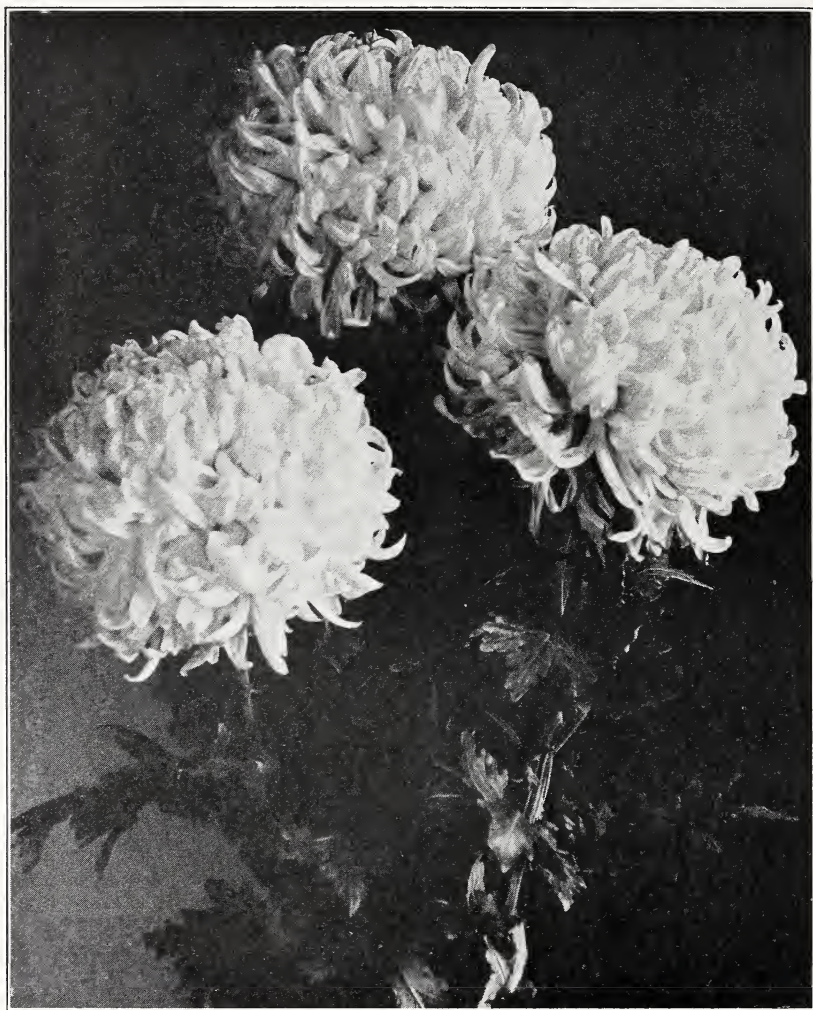
**MRS. ALEX LAURIE**—A very good incurved light pink. Does not mature until about November 15. Attains a height of about four feet with perfect stem and foliage. Flowers six inches in diameter. Select bud September 20. C. S. A. Certificate.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**

**YELLOW HELEN FRICK**—Those who are partial to Helen Frick will welcome this new sport. It is identical in every respect except color which provides a new late light yellow.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**





**THANKSGIVING GLORY**—A late creamy white of rather dwarf growth maturing just right for Thanksgiving. Requires early planting. Very full incurved flowers but arrangement of petal is somewhat irregular; not as formal as in some varieties. Good substance. Buds selected September 20 will produce one or two flowers to the plant seven inches in diameter. Very heavy stiff stem and short jointed growth. C. S. A. Certificate.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**

**WHITE MISTLETOE IMPROVED**—This pure white Mistletoe is a sport variety and was established by Homer Harkness, Adrian, Michigan. It has been propagated from a single plant the past three years and has been constant and true to color. The objectionable pink of the original Mistletoe has been eliminated. This new variety will be valuable to all seeking late flowering sorts.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**



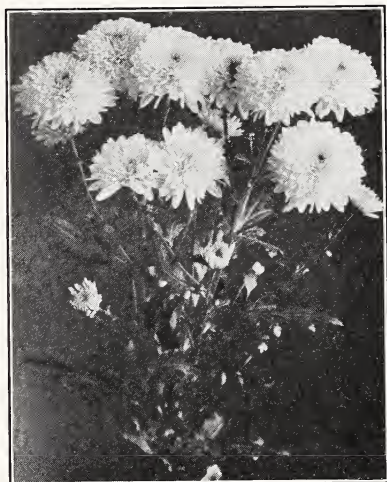
## POMPONS

Pompons are becoming more popular year by year as they are very desirable for pot plants and also lend a distinctive grace and beauty to floral decorations of all kinds.

## INTRODUCTIONS FOR 1930



FAINA



CORDOVA



YELLOW BIRD



GINZA



MINTJE



SHEILA

**CORDOVA**—A large very free flowering white pompon coming into perfection after November 20 just right for Thanksgiving. Diameter of flowers two and one-half inches. Strong upright stem and medium height. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**FAINA**—A rather dark bronze. Flowers two inches in diameter may be cut October 30. Strong upright stem. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**GINZA**—Flowers are of two colors, yellow and red; similar to Zora in form but with strong, upright stem. Very free flowering, producing flowers one and one-half inches in diameter. Matures October 30. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**MINTJE**—A new early pompon of orange bronze much the same in color as Orange Prince. Matures October 18 at a time when good bronze pompoms are scarce. Of rather dwarf habit. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**SHEILA**—A dark mahogany colored pompon of reflexed form maturing October 30. Flowers, one and one-half inches in diameter. The color of this variety is distinct from any we have previously offered. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**YELLOW BIRD**—A new yellow pompon producing large sprays. Flowers, two inches in diameter with edges of petals notched or toothed. A very productive variety maturing November 18. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**



## POMPONS SUITABLE FOR DISBUDDING

**ARIANA**—A golden buff pompon suitable for disbudding and maturing about October 20. Flowers, three and one-half inches in diameter. A promising new variety for this section. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**GEORGE J. BALL**—A disbudded pompon of very distinct character. Petals are so folded and then toothed or slashed at the end as to resemble a French Marigold. The color is sulphur yellow. Flowers two and one-half inches in diameter mature November 20 and later. C. S. A. Certificate.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**



*GEO. J. BALL*



*ARIANA*

## CHRYSALINE

The demand for Chrysaline is increasing each year and many of our customers are greatly pleased with the results.

It can be used not only for Chrysanthemums but is excellent for all classes of plants, especially those being forced, such as Lilies, Primroses, Hydrangeas, etc.



## ANEMONES

The anemone flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or a distinct color, and are grown in sprays for artistic floral arrangements.



**PINK SUPREME**—One of the very latest anemone flowered varieties. Color is a delicate shell pink. Has prominent regular cushion with several rows of ray florets which enhance the shipping qualities. Attains a height of about four feet. Should be disbudded to produce flowers five and one-half inches in diameter. C. S. A. Certificate.

**Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.**

*ESTRELITA**BRONZE CUP*

**ESTRELITA**—A good bronzy orange anemone for general use. Has a full regular formed cushion and several rows of outer ray florets. Strong growth and upright stem. Flowers five inches in diameter mature about November 15. Three and one-half feet in height. Should be disbudded. C. S. A. Certificate.

Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.

**BRONZE CUP**—A new form of anemone flowered chrysanthemum in which the petals incurve and the center is a low quilled button giving the flower the appearance of a bronzy cup. It is about five inches in diameter and may be grown several flowers to the plant. The stem is rather light but being the first of this type we deem it our privilege to disseminate it. Those who retail their own flowers will find this variety very pleasing and beautiful for all forms of arrangement. Matures about November 10. Height, four feet. Should be disbudded.

Price \$0.75 each, \$6.00 per ten, \$50.00 per hundred.

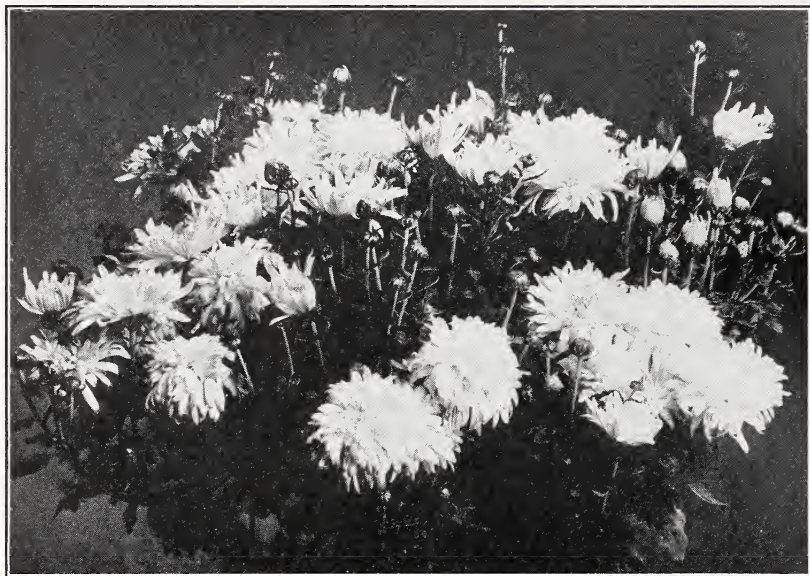
Recent introductions of anemone flowered type are marvelous for their beauty and surpass the older varieties in size; should be given full consideration by those who are looking for something artistic and unusual.



## EARLY HARDY SECTION

**GLADA**—A soft pink approaching light salmon. Flowers most profusely the end of September. Flowers, three inches in diameter.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**



*SEPTEMBER QUEEN*

**SEPTEMBER QUEEN**—Begins flowering late in August but in September is a profusion of pure white flowers three and one-half inches in diameter. Will be very useful in early autumn.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

## LARGE FLOWERING VARIETIES FOR POT PLANTS

**BLOODSTONE**—A light red or a color approaching scarlet which does not fade as rapidly as many varieties of this shade. Habit of the plants dwarf. Flowers four and one-half inches in diameter are in perfection about November 10.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**BRIDAL QUEEN**—A pure white of large size maturing November 10. A seedling of Edgar Stillman Kelly but exceedingly dwarf. We consider this the best large flowering white yet offered. Flowers are four and one-half inches in diameter.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**

**BRONZE PRINCE**—A very desirable dwarf bronze for pot plants somewhat similar to Greystone in color. Fully developed by November first. Flowers three and one-half inches in diameter.

**Price \$0.50 each, \$4.00 per ten, \$30.00 per hundred.**



**NEW AMERICAN CHRYSANTHEMUMS FOR 1930**

Originated by Elmer D. Smith & Co.

**EXHIBITION SECTION**

Deliveries to begin about February 15

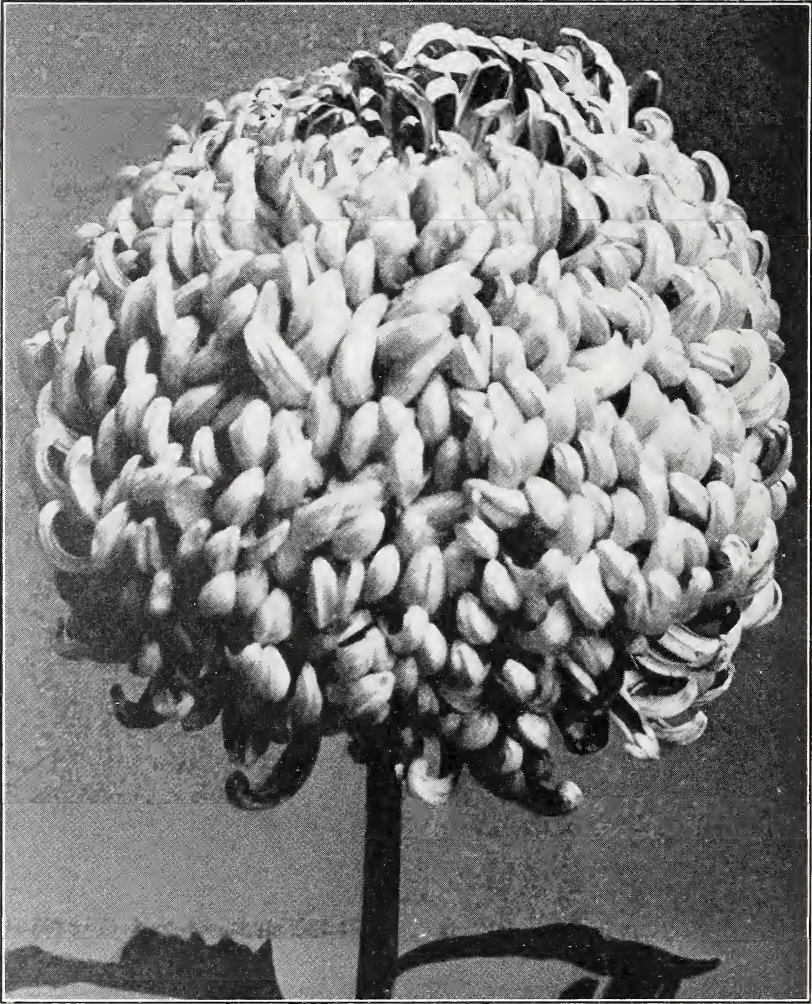
Not less than 5 of a variety at ten, 25 at hundred rate.



**IMPERIAL GOLD**—A light buff reflexed with petals irregular in their arrangement. Select buds from August 5 to 10. Flowers ten inches in diameter mature October 25. Height of plant, six feet. C. S. A. Certificate.

Price \$1.50 each, \$12.50 per ten, \$100.00 per hundred.



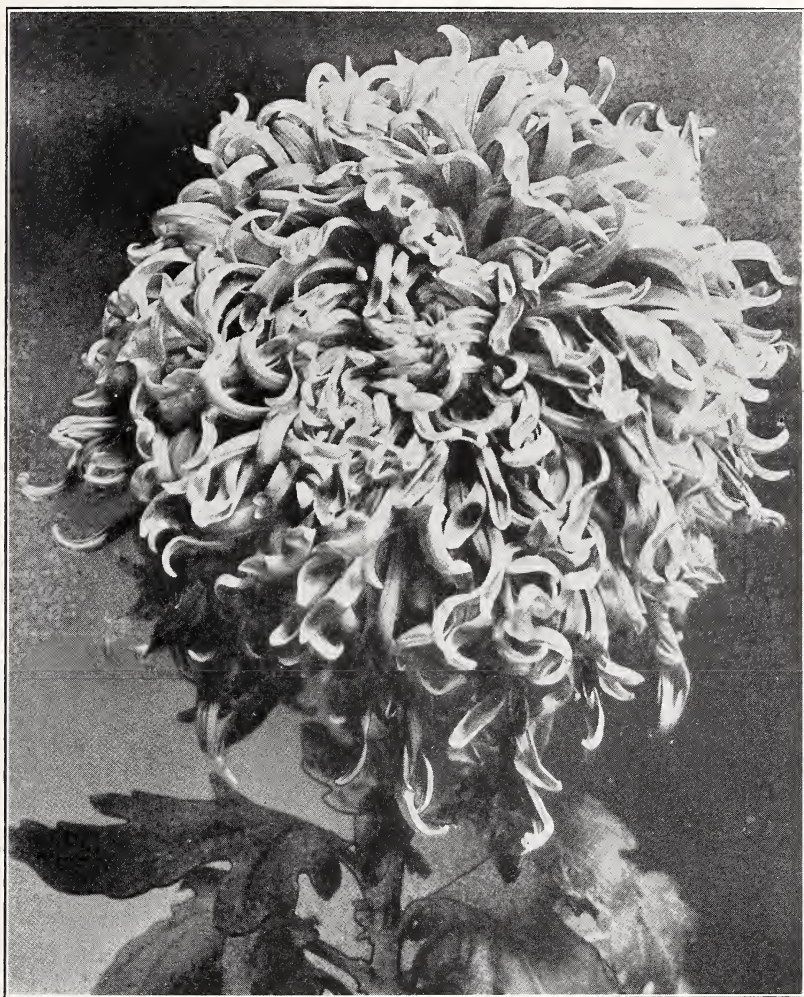


**LA FRANCE**—A decidedly incurved exhibition showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly purple. Blooms, eight inches in diameter are cut October 28 from buds reserved August 15. Exceedingly double and a high rounded flower. Height, seven feet. C. S. A. Certificate.

Price \$1.50 each, \$12.50 per ten, \$100.00 per hundred.

We have a card list of all varieties disseminated since 1888, both of American and Foreign origin up to the present. The authenticity of this list is confirmed by the fact that the entries on these cards were copied from a scrap book containing the original descriptions from the various disseminators for this entire period. Information regarding this long list of varieties is available to our customers upon request.





**OLIVETTE**—Blooms quite irregularly reflexed showing both the upper surface and the reverse of petals. A dark pink or rose color. Flowers, eight inches in diameter mature the end of October from buds selected about August 10. Plants attain a height of about six feet. C. S. A. Certificate.

Price \$1.50 each, \$12.50 per ten, \$100.00 per hundred.

Rapid progress is being made each year in the improvement of all kinds of Chrysanthemums, not only in color and form but other desirable characteristics. Those who desire to keep in touch with these improvements should include at least a few of these novelties.

When making order please state the date you wish plants delivered.





**WM. H. WAITE IMPROVED**—A sport or variation from the original type but much brighter in color. The lining of the petals approaches a red whereas the original Wm. H. Waite is bronzy. In other respects it is identical.

Price \$1.50 each, \$12.50 per ten, \$100.00 per hundred.

Remember, we do not supply less than 5 plants of a kind at ten, and 25 at hundred rate. This does not mean 5 or 25 different varieties at ten or hundred rate.

For example: If ten rate is desired make order read 5 or more Wm. Turner, 5 Elberon, 5 Odessa, etc. If less than 5 are ordered multiply number of plants by price quoted per each.

## OMITTED FROM WHOLESALE CATALOG

**JOLO**—The only bright red pompon maturing November 20 to 30. The reverse side is mahogany color and not an objectionable one. The best red for Thanksgiving up to the present. Height, three feet.

**OLIVIA**—This is another late pink pompon and in most respects similar to Usona but is later flowering; not ready to cut until December first and continuing until the 15th. This is the latest of all the pink pompons.

**USONA**—A bright pink pompon maturing November 20 to 25 just in time for Thanksgiving. Very productive with strong, upright growth. Height, two and one-half feet.

**MEFO**—The loosely and irregularly incurved petals are very artistically arranged, color creamy white and from late buds; shows slight traces of pink, four feet high, matures November 15, flowers seven by six inches, beautiful foliage, select bud about September 15.

**Rooted Cuttings:** \$4.00 per hundred; \$35.00 per thousand.

**Plants from Pots:** \$0.70 per ten; \$6.00 per hundred; \$50.00 per thousand.



## CHRYSSALINE

### Unequaed for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash, and phosphoric acid which are the most important elements conducive to plant life.

The advantages of Chryssaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

It can be used not only for Chrysanthemums but is excellent for all classes of plants, especially those being forced, such as Lilies, Primroses, Hydrangeas, etc.

Taking into consideration that the best grade of cattle manure contains less than 2% of plant nutrients and that fifty pounds of Chryssaline will furnish more plant food than a ton of such manure, its cheapness as a labor saver is apparent.

The cost of this material (in fifty pound lots) for liquid fertilizer is one cent per five gallons. The cost of labor alone in preparing manure for this purpose is many times greater.

## Chrysanthemum Dont's

Don't plant early varieties late and expect early flowers.

Don't plant early varieties in solid beds and think you will be first on the market.

Don't take late bud of Unaka, Chrysolora, Marigold, if you desire early flowers and avoid the open centers.

Don't think you can plant in solid beds and secure as high percentage of perfect blooms as you can on raised benches.

Don't forget that it is the inferior and not the high grade product that gluts the market.

Don't plant too close or shade your plants if you want stiff stems.

Don't select early buds on late varieties, the best flowers come from the late ones.

Don't permit insects to infest your stock, remember an ounce of prevention is better than a pound of cure.

Don't overlook the fact that too rich soil and late planting are the cause of blind growth on some varieties such as Maj. Bonnaffon, Klondike, Christmas Gold, Yuletide, etc.

Don't overlook the fact that the dates given for selecting buds are important and are usually based on three years' experience prior to dissemination.

Don't forget that the great majority of Chrysanthemums grown in America originated with us at Adrian, Michigan.

ELMER D. SMITH & CO.



## OF MUTUAL CONCERN

Our success in the chrysanthemum field is due to the production of new varieties of merit.

Also by treating each customer with consideration. A satisfied customer is the best and surest form of advertising and this has always been our motto.

Many growers have discontinued propagating their chrysanthemum stock depending on those who specialize in rooted cuttings for delivery at or before planting time. They have found the space thus devoted when occupied with other stock more than compensates for the cost of the cuttings.

The little baby or button kinds, while not capable of producing such a wealth of color as the larger or intermediate section, lend so much grace and beauty to arrangements of all kinds they should not be ignored. It is not the mass of color entering into floral creations but the harmonizing effect of the colors and the dissimilar forms of which it is composed that enhances its loveliness.

The past few years we have made wonderful improvements in the anemone section, many of which are adapted to florists use and should be given full consideration by all interested in new kinds. They are bound to become popular in the near future and are sure to appeal to the most fastidious.

Remember early varieties must be planted at least during the month of May to insure best results.

If this cannot be accomplished the mid-season or late kinds are more practical.

The best date for selecting buds as given in our catalogs is important and usually based upon three years' experience prior to dissemination.

German and American peat are now being used extensively to aid in soil fertility.

Our observations show it improves the mechanical condition and adds humus to the soil, thus providing a medium for bacterial activities.

When one-fifth of peat is incorporated it seems to give impetus as soon as benched.

We have found that about 17 pounds of 16% acid phosphate to 200 square feet of bench also promotes hasty growth.

Tests of either of these materials are very simple by trying on a part of a bench and any benefit will soon be apparent.

We mention these matters in the hope it may be of help to our customers.

Respectfully yours,

ELMER D. SMITH & CO.

**SMITH'S REVISED  
CHRYSANTHEMUM MANUAL**

(SEVENTH EDITION—READY ABOUT JUNE FIRST)

**BY ELMER D. SMITH**

**Who Has Made a Specialty of Chrysanthemum  
Culture for the Past Thirty-five Years.**

This booklet treats the subjects in a concise yet lucid manner, covering the whole work from the care of stock to the staging of blooms.

Several new features have been added, including complete description and remedies for two new diseases, either of which, or the chapter on Chrysanthemum Midge, or the control of leaf tyer, are worth more to the reader than the price charged. Ten new illustrations have also been added.

**The best work on American Chrysanthemum Culture. Both amateur and florists have been provided with articles for their special needs.**

**\$1.50 POSTPAID**